

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



## Part 3 Analysis & Recommendations

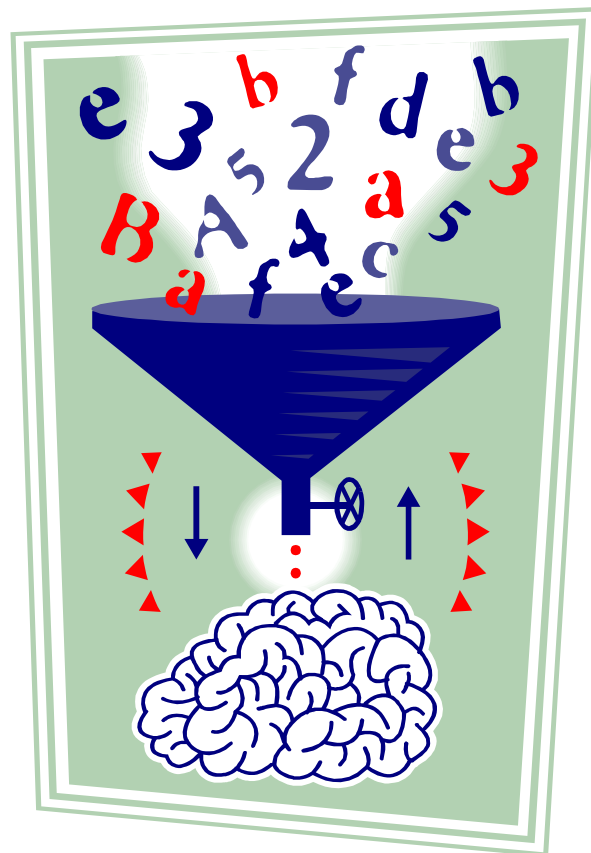
Big Horn County

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, Big Horn County has a significantly higher rate than the state average in both alcohol related crashes with injuries and crashes with fatalities. From 2008 to 2012, the rate of alcohol related crashes with injuries was more than double than that of the state average. Big Horn County had 278.83 crashes per 100,000 people in the five years reported and Montana had 119.96. Looking at the averages, Big Horn County had nearly 6 times as many alcohol related fatalities than the state average from 2008 to 2012. Big Horn County had 48.29 per 100,000 while Montana counties averaged just 8.6 per 100,000. There were 6 crashes with fatalities involving American Indians in Big Horn County from 2008 to 2012. This is a result of the Crow Reservation being located in Big Horn County.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem seems to be about the same. The average of each year has Big Horn County with less students who drove while drinking than Montana students. In 2012, the statistics were about the same with 10.0% in Big Horn County and 9.3% in Big Horn County.

In Montana, Native American teens are more like likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, if you look at the overall averages from 2008 to 2012, Big Horn County is slightly less than the state average in 2008 and 2012, but slightly higher in 2010. The data shows an overall decrease in Big Horn students riding in a car with a drunk driver. In 2008, the percentage of 8<sup>th</sup> graders was 27.2. That decreases to 22.2 in 2010 and then to 26.0 in 2012. The percentage of Big Horn 12<sup>th</sup> graders going from 31.6% in 2008 to 26.0% in 2012. A 5% decrease over 4 years is noteworthy, as is 11%, which is what the Montana percentage dropped from 2008 to 2012 for 12<sup>th</sup> graders. This could be in large part due to the age of the students and the publicity surrounding the DUI culture in Montana. The availability of cell phones to call for a sober driver has possibly made an impact on the choices our youth are making.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the native American averages, but they are decreasing at a faster rate.

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Big Horn County has seen little progress. From 2008 to 2012, Big Horn County saw an increase in DUI Crashes and DUI fatalities went from 15.92 per 100,000 up to 46.20 per 100,000. The rate of alcohol related crashes with injuries in Big Horn County is 60% higher than the state average. For students, there is been little progress in the percentage of teens who are driving after they had been drinking and there was only a 5% decrease in the number of teens who rode in a vehicle driven by someone who had been drinking. The average Big Horn percentage was about the same as the state average. Alcohol has had a huge negative impact on the drivers and teens in Big Horn County.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

## **Underage Binge Drinking**

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### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Big Horn County is overall a smaller problem than the state of Montana, but not by much. In 2008, for all races in Big Horn County, the average percentage was 20.7 for all grades and 24.5 for Montana. This is the trend for 2012 as well, with the gap growing, with Montana data still reporting higher than Big Horn County, but only by 3% points. The data for 2010 is different and interesting. It shows a huge jump in 12<sup>th</sup> graders Binge Drinking in Big Horn County when Montana saw a decrease. Big Horn County is a fairly rural county. Its data is very similar to the state, usually off just a few points when it comes to youth binge drinking.

Looking at table 12, we can see that while there is no state data on American Indians binge drinking, Big Horn County saw an average rate go from 14.5% in 2010 up to 18.8% in 2012.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages.

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there isn't any Big Horn County Specific Data on Binge Drinking for Adults. However the Behavioral Risk Factor Surveillance System (BFRSS) data has shown that each region of the state is fairly equal to overall state data. What is important to note, is that while we have also seen increases in all other areas mentioned so far, Adult Binge Drinking is not exempt. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between the DUI Crashes with injuries and fatalities and the state binge drinking rates.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Big Horn County's underage drinking problem seems to trend less than the overall state, with just a few percentage points lower. In 2008, the data was considerable less among 10<sup>th</sup> and 12<sup>th</sup> graders with underage drinking rates for Big Horn County being 23.4%, 37.3% and 40.0%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. The lower percentage rates in 2012 with the averages for each being Big Horn- 29.3% and Montana 35.1%. Again, we see an overall decrease from 2008 to 2012, but just by a 3.3% for both Big Horn and Montana. Still, it is reported in 2012 that approximately 38% of high school seniors in Big Horn County have used alcohol within 30 days. Due to the fact that Big Horn County is a small, rural county, we need to ask- where are these students obtaining their alcohol? Big Horn County has multiple retail establishments that serve alcohol. The numbers average out to there are 315.99 liquor licenses per 100,000 people. This is on the higher end, ranking in the top 20% in Montana. The underage drinking problem in Big Horn County is just slightly smaller than the state average.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It is a larger problem, and by larger, Big Horn County's rate of Prescription Drug Abuse is double that of the state in 2010. In 2010 we saw an increase in prescription drug abuse rise in 8<sup>th</sup> graders. Also in 2010, Big Horn Data shows 9.9% of 8<sup>th</sup> graders abused prescription drugs while only 1.9% of Montana 8<sup>th</sup> graders. In 2012, 7.0% of Big Horn 8<sup>th</sup> graders reported abusing prescription drugs while only 1.8% of Montana reported the same activity. The overall trend shows that Big Horn has a higher average than Montana.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Although having a smaller population, Big Horn County has seen these problems like many other Montana communities. In everything but prescription drug abuse, we are trending slightly lower than the state average. These numbers are still relatively high and can be a result of how socially and culturally acceptable alcohol is. This could be why there are higher alcohol related crashes resulting in injuries and fatalities.

There has been two areas with increases in use over the past four to five years and that is in Adult Binge Drinking and Prescription Drug Abuse. It is necessary to look at future prevention efforts targeting these two areas in Big Horn County, especially the adult binge drinking how it may contribute to the county's crash data mentioned above.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Big Horn County's problem is very similar to that of Montana's. Looking at the data for 2008, 2010, and 2012, Big Horn County has slightly more positive data, in that only 1% more of students thought their parents perceived Alcohol/ Drug use negatively in 2008. The 2010, the data shows that more Big Horn County students perceived parental disapproval of use than other Montana teens. In 2012, Big Horn student data was at 88.3, 91.3, and 78.0. Compared to the Montana data of 90.9, 84.1, and 70.4. It is important to note, the overall averages increased for Big Horn County teens from 2008 to 2012. This is positive if 85.9% of teens think their parents disapprove of alcohol and drug use, hopefully resulting in a smaller problem than the state.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, Big Horn County and Montana data are about the same. The difference is very small. The averages are separated by 1.5% and there was an overall increase in the amount of teens who felt their peers disapproved of drug and alcohol use from 2008 to 2012.

## **Perceived Risk/Harm of Use**

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### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Big Horn County has a similar problem as the state overall in Perceived Risk/ Harm. The numbers are trending better for Big Horn County. Although, 20% less students talked to their parents about drugs in Big Horn County in 2012 than in Montana, 75% of students in Big Horn County believed it was wrong to drink alcohol compared to only 71.6% Montana students.

When looking at Percentage of students who believe it is cool to drink alcohol regularly, Big Horn County and Montana were about the same in 2008, but in 2010 and 2012, only 19% of Big Horn County teens believed it was cool, compared to 25.4% and 23.5% of teens in other counties.

In Table 28, the data for Big Horn County is similar to that of Montana, with averages only varying 1-2% on students who perceive risk of harm if having 1-2 drinks every day. It is important to note there is not a substantial increase from 2008 to 2012 overall, only 0.6% over 4 years for local teens.

Table 29 is similar to others with student averages between Big Horn and Montana varying only 1.5% from 2008 to 2012. It seems that Big Horn 12th graders perceive that five or more alcoholic drinks every weekend was more harmful than other 12th graders across the state. Eighty-two percent of local teens thought it was harmful compared to only 69%.

Table 30 shows us that fewer students in Big Horn County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all averages from 2008-2012. While Big Horn County had more negative statistics, the overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

## **Family Communication around Alcohol/Drug Use**

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

This is a much bigger problem in Big Horn County than in Montana. For all three surveys, the data shows that fewer Big Horn County students are talking to their parents, with Big Horn County (41.7%) portraying almost 20% less students talking to their parents about drugs and alcohol in 2012 than the state average which was 61%. This is a huge cause for concern. It also shows that in 2012, only 34.4% of Big Horn County eight graders talked to their parents before they entered their high schools years, while 63% of Montana teens did. This could be due to social norms and the acceptability of alcohol in Montana's culture.

## **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Big Horn County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. The question that remains is "Are students not seeing the effects of alcohol?" "Are their parents not discussing the risks and consequences?" Is it being taught in the schools? It is worthy to note that only 2.3 % of 12<sup>th</sup> graders in 2012 in Big Horn County believed that alcohol is causing problems. This is much lower than the state average of 10.1%. The trending data shows us that fewer students across the board think alcohol causes problems from 2008 to 2012.

## **Final Risk Factors Question**

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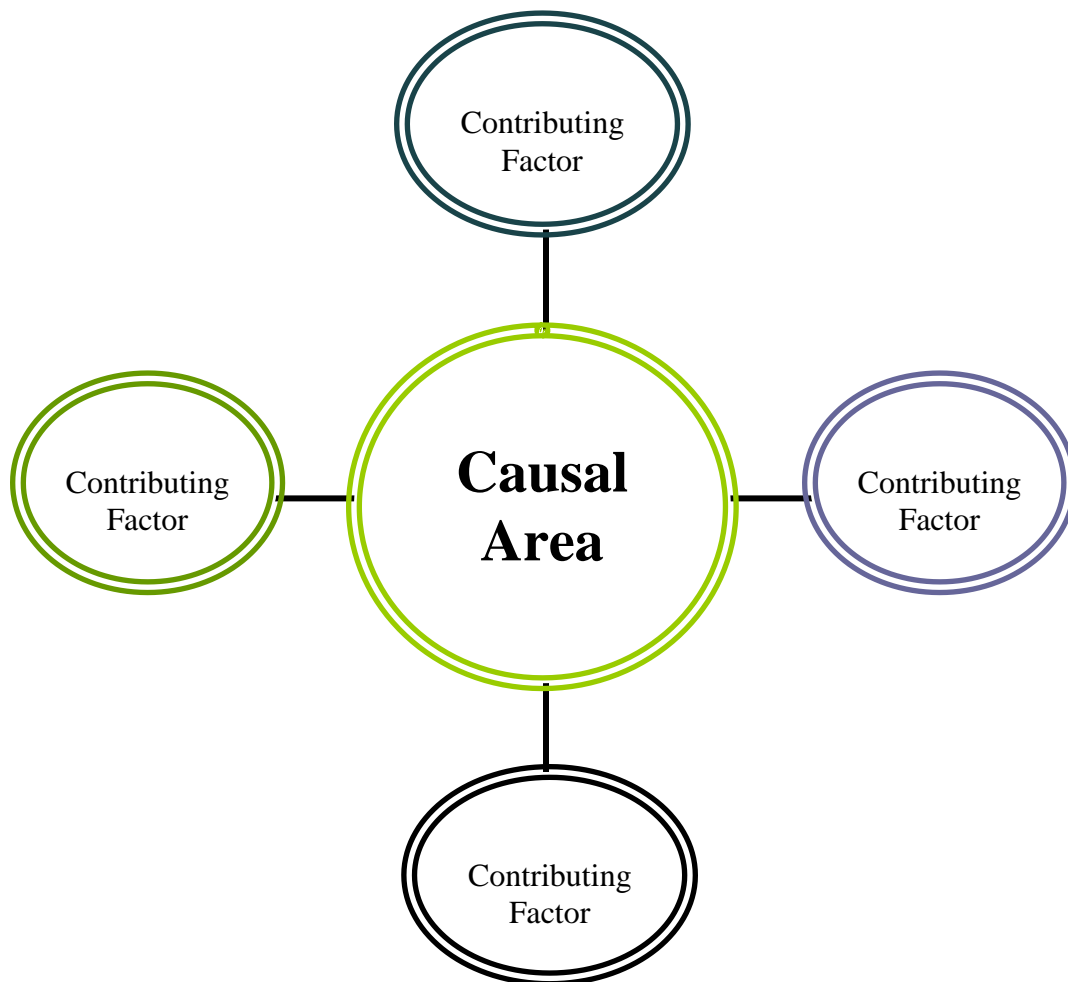
**QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Big Horn County, having fewer environmental prevention measures in place, is at higher risk for drug and alcohol use. The data shows that students are not talking to their parents about drug and alcohol use. Although the county teens seem to feel that it is riskier to drink 1-2 drinks per day and 5 drinks on a weekend than Montana teens, local data is not showing a huge increase in the number of teens that feel this way. It seems that it's just as socially acceptable in 2008 as in 2012 instead of much less acceptable. In a survey handed out to Big Horn County citizens, it was found that a majority of parents would only give their child a minor punishment if caught drinking. This could reflect how parents think it is okay for their child to drink and/or are not having conversations about it the risks. State data shows that binge drinking is on the rise with adults, so it is possible parents are not lecturing their kids on alcohol use, because they themselves have a drinking problem.

Big Horn County also houses the Crow Reservation which has historically dealt with high alcohol abuse rates. Alcohol is a not only a social problem, but also a cultural problem as well.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## **RETAIL AVAILABILITY – PART 3**

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### **Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Big Horn County has not completed any compliance checks since 2008. In 2008, retailers had a 64% failure rate.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

There have not been any compliance checks done in Big Horn County since 2008. If there are no checks and balances, retailers can serve to underage buyers and over-serve patrons. With the reservations being dry, many Native Americans travel to Hardin to consume alcohol. If youth are being served and patrons are being over-served, this contributes to the number of alcohol related crashes and fatalities as individuals drive home drunk.

## Alcohol Seller/Server Training

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### QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

**Table 2-4: Number of RBSS Trainings Held Including Number of People Trained**

Year	Number of Trainings Held	Number of People Trained
2008	1	6
2009	3	19
2010	1	11
2011	5	66
2012	6	38
2008-2012	16	140

Since 2008, Big Horn County's "Let's Control It" classes have grown slowly. While this may be due to the passing of the state law making it mandatory to be trained as a server, the increase is still quite positive. In 2008 there was one training with 6 servers trained. In 2012, there were 6 trainings with 38 people trained. This does not include other approved trainings such as online or TIPS. So, while we cannot get an exact number of servers trained, these numbers are positive. The major reason why these classes have grown so much is due to the state law. These servers are trained on carding and over service, but with no compliance checks, they often know they can serve whoever any amount of alcohol. This has resulted in an increase in binge drinking and high DUI crash statistics.

### QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are held sporadically by the DUI Task Force. This indicates that many bartenders and servers are not aware of the state regulations and do not have the training to accurately make sure they are not selling to youth and/or over-serving.

## Retail Availability Questions

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### QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

When comparing Big Horn County to other counties in Montana, Big Horn County has the fewest liquor establishments for its population. A majority of the county is dry, so there are only 8 establishments in Big Horn County. These eight establishments are never subjected to compliance checks and only sporadic RBSS trainings could be a major contributor to why the drinking and driving crashes and fatalities have increased.

### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

I believe this a 9 because there are no checks and balances with retail availability. They know that there are no criminal consequences if they over-serve or serve to underage adults.

## CRIMINAL JUSTICE – PART 3

### QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Crime	Number of Filings	Number Dismissed	Number Plead Down to Lesser Charge	Number Found Guilty	Conviction Percent
Minor in Possession (MIP)	5	0	1	4	80%
Multiple MIP	3	0	0	3	100%
DUI	23	1	5	17	73.9%
Multiple DUI	20	5	0	15	75%
Open Container (Vehicle)	11	9	0	3	27%
Other					
Total	62	15	6	42	71.18%

Conviction rates in Big Horn County averaged out to receiving a conviction 71.1% of the time in 2012. If citizens know that prosecutors are not tough on crime, people will continue to commit more drug and alcohol related crimes.

### QUESTION 23

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Only 27% of open container offenses were convicted with 50% being dismissed.

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### **QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

After multiple attempts, still no interview has been done with law enforcement in Big Horn County. This will be updated as soon as an interview takes place.

### **QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

After multiple attempts, still no interview has been done with law enforcement in Big Horn County. There is currently not enough data to correctly answer this question.

## Use of Local Ordinances

### **QUESTION 26 Use of Local Ordinances**

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances in place in Big Horn County. This could be a direct correlation to why there are so many DUI fatalities and injuries.

### **QUESTION 27: Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

An open container and social host ordinance would be beneficial in combatting the binge drinking issues in Big Horn County. Many Native Americans come from the reservation to drink within the city limits. It is reported that they often buy cases of beer and drink alcohol in public parks and places and then driving back to the reservation. If laws prohibited them from doing so, this could lead to a decrease in drinking and driving.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

There is an active local DUI Task Force.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Looking over conviction rates, the criminal justice system is working hard to deter DUI's with prosecution. There are a high amount of DUI's and with Big Horn County being fairly rural, it may be hard to deal with the caseload.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact

0      1      2      **3**      4      5      6      7      8      9      10

Major impact

**3**, It is unknown what current law enforcement activities are taking place, but the county attorney and judicial district are working to deter DUI's.

## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Big Horn County, fewer students believe they would get caught by their parents than the police. The statistics show increases in the year 2010 for both getting caught by parents and the police. Trending data shows us that from 2008 to 2012, the number of kids who feel they would get caught by their parents decreased 4.5%. For the same data over the same years, there was an increase 3.6% in the number of kids who felt they would be caught by police. In both cases, Big Horn County data was smaller, contributing to make the problem bigger than the state's. Kids are more likely to not drink if they feel they may get caught.

## **Social Availability Questions**

### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

It is a concern of teachers and community leaders that most youth obtain their alcohol from someone of legal age, most often an older family member. This can contribute immensely to binge drinking and drinking and driving due to the rural nature of the county.

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8

Major impact

**9**

10

**9**, Social Availability is a contributor to binge drinking and drinking and driving in Big Horn County. There are no social host laws in Big Horn County and a community leader interview said that most parents allow their kids to drinks because the parents themselves are drinking. A teacher feels that 75% of alcohol obtained by youth is bought or given to them by an older family member.

## PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

#### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

We know that Big Horn County has the fewest bars per capita in the state but in Hardin, 27% of buildings on a main street had alcohol advertising and 30% of billboards had alcohol advertisements. If Reservation residents are leaving a dry reservation and coming to Hardin to drink or buy alcohol, they will definitely know where to go. There is a correlation to location and the number of advertisements for alcohol in Big Horn County. It is excessive. Local youth are bombarded with advertising at most retail establishments in town.

#### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

Name of Paper	Frequency of Paper	Time Period	Total # of Alcohol Advertisements	Total # of Promotional Event Advertisements	Total # of Alcohol-Related News Articles
Big Horn County News		03/25/12 – 03/31/12	6	1	0
		07/01/12 – 07/07/12	3	2	0
		09/10/12 – 09/16/12	5	1	1
		12/24/12 – 12/30/12	5	1	1

The citizens and youth are bombarded with alcohol advertising in Big Horn County. When alcohol is advertised, it encourages consumption. When you add that to retail availability, it can increase the rates of binge drinking and drinking and driving.

**QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

Alcohol use has been portrayed in the local (Hardin) news with a negative connotation because it usually is referring to alcohol abuse. Most of the time it deals with the tragic ending; telling the story of a life lost, which is unfortunately, a common occurrence in Big Horn County.

**Promotion Questions**

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**QUESTION 36**

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Large Events in Big Horn County are commonly held on the reservation, which is dry, so many people drive to Hardin to buy alcohol and try and bring it onto the reservation illegally or go to Hardin to drink in the bars.

**QUESTION 37**

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

6. 30% of billboards and 27% of buildings advertise alcohol in Big Horn County. While this is higher than some counties, it is crucial to remember that this is a rural area and there are a high concentration of alcohol advertisements.

**SCHOOL POLICIES – PART 3**

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**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Big Horn County, the school Districts feels like social availability plays a large part in student use. They find that education and school policies only go so far and that parents need to play more of a role at home. The punishment of bringing alcohol or drugs to school varies from suspension to being expelled.

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact

5. School counselors try and teach the students about the consequences of binge drinking and drinking and driving, but local counselors feel like the kids know from a young age that it is socially and culturally acceptable to drink and drive and drink heavily. This may come from seeing parents drink and drive and consume alcohol.

**MEDICAL FIELD INFORMATION – PART 3****QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Unable to get an interview with either a prescriber or pharmacists. No hospital data at this time.

**QUESTION 41**

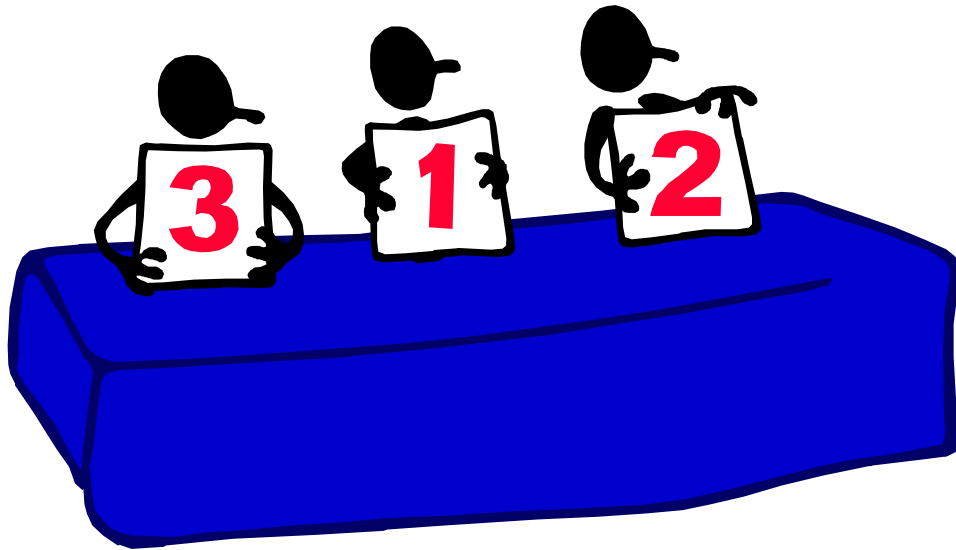
Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      8      9      10  
Major impact

There is not enough information to answer this accurately.



# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

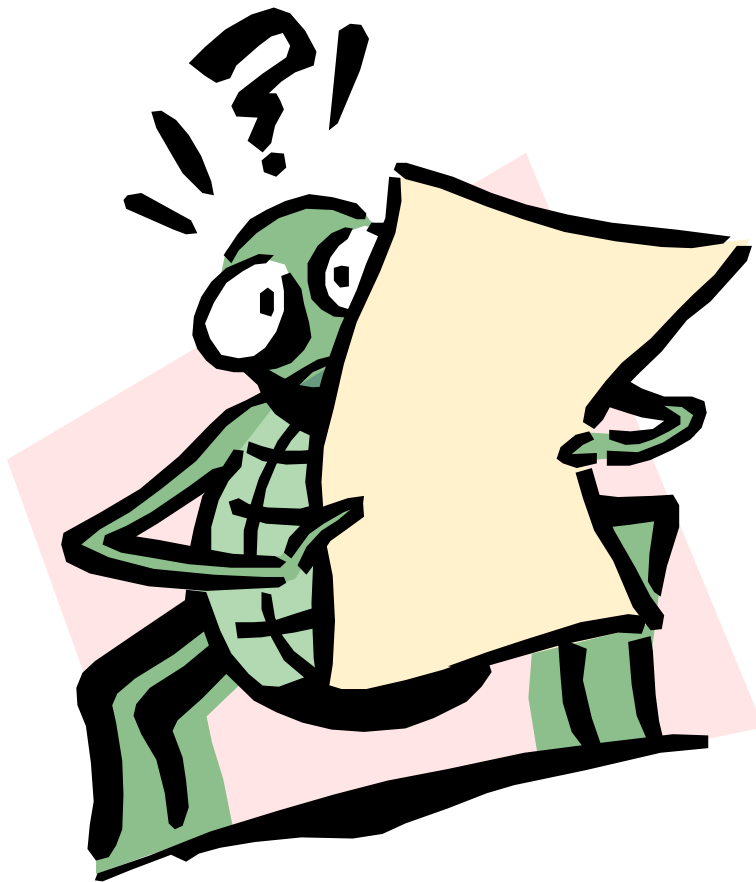
Score	Rank	Causal Area
9	2	Retail Availability
3	3	Criminal Justice
9	1	Social Availability
6	4	Promotion
5	5	School Policies
N/A	6	Prescription Drugs

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Social Availability is the biggest issue that needs to be addressed in Big Horn County. Big Horn County needs to work not giving youth access to alcohol. This is a social and cultural issue in the county. Retailing Availability was second although also rating a 9. Over-serving and selling to underage drinkers is a problem in Big Horn County. In order to fully conquer retail availability, servers have to know there are criminal consequences for over-serving and selling to minors. Compliance checks need to be implanted on a regular basis. This will help with the criminal justice issues. Criminal justice is third because I believe it needs to start conducting compliance checks which is directly correlated to retail availability. Promotion was last because while it does play a huge role in community norms, there are few establishments and this can be addressed with less effort than the others. School Policies are ranked 5<sup>th</sup> because there are larger contributing factors to alcohol abuse and the school has policies and consequences in place. Prescription Drug Abuse is not ranked because there is not an enough information to currently accurately rank it at this time.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## **Your Final Conclusions**

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### **Final Needs Assessment Question**

#### **QUESTION 43**

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Retail Availability and Social Availability. DUI statistics are very high for Big Horn County. If prevention efforts can prevent over-service and youth gaining access to alcohol, the community will hopefully see a gradual decrease in DUI statistics. If the social norms of the community are changed and prevention efforts help education why it is wrong to give alcohol or minors and the risks and dangers of drinking and driving, the fatality rate will hopefully decrease.